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**Sent:** 10/23/2020 9:08:29 PM  
**Subject:** WEEK OF OCTOBER 26 – EPA COMMUNICATIONS

**Importance:** High

**DRAFT-DELIBERATIVE / CONTENT SUBJECT TO CHANGE**

**MESSAGE OF THE WEEK: LEAD POISONING PREVENTION WEEK**

- This week, EPA is recognizing National Lead Poisoning Prevention Week.
- Held annually on the last week of October, serves as a “call to action” aimed at bringing families, individuals, community-based organizations, state, tribal and local governments, and others together to protect current and future generations from exposure to lead.
- Lead poisoning is one of the most preventable health tragedies for children in this country, and the EPA under President Trump is committed to eliminating lead exposure across this nation.
- In 2020 EPA has awarded tens of millions of dollars to remove lead in drinking water in schools and day cares, announced a final rule to cut the level of lead in new plumbing material, and proposed a rule to cut lead dust levels on windowsills and floors.
- There is more to do, but EPA is working toward the day when lead has been removed entirely from the human environment.
- Under the Trump Administration’s December 2018 *Federal Action Plan to Reduce Childhood Lead Exposures and Associated Health Impacts*, EPA committed to aggressively addressing lead issues by working with communities and partners to identify and eliminate lead exposure across the nation, especially for children who are the most vulnerable.
- Through cross-governmental collaborations, public partnerships, rulemaking processes, enforcement actions, and targeted outreach, EPA has made tremendous gains to reduce lead exposure and associated harms throughout Fiscal Year 2020. A few notable highlights of EPA accomplishments to raise awareness of and reduce exposure to lead:
  - DECEMBER 2019: EPA researchers co-led a cross-agency workshop on progress to “support and conduct critical research to inform efforts to reduce lead exposures and related health risks,” Goal 4 of the Action Plan.
  - FEBRUARY 2020: Announced the availability of \$39.9 million to reduce lead in drinking water under the Water Infrastructure Improvements for the Nation (WIIN) Act.
  - MARCH 2020: Announced the Availability of \$26 million to states for the Lead Testing in School and Child Care Program Drinking Water grant program under the WIIN Act.
  - JUNE 2020: Released a proposal to reduce the clearance levels for lead in dust on floors and windowsills after lead removal activities. The proposed, tighter standards would increase the effectiveness of work done to remove lead-based paint hazards in pre-1978 homes and childcare facilities, known as abatement, and lower the risk of lead exposure by ensuring that lead-based paint hazards are effectively and permanently eliminated following completion of the work.
  - JULY 2020: Announced a final rule to reduce lead in plumbing materials used in public water systems, homes, schools, and other facilities. The Use of Lead-Free Pipes, Fittings, Fixtures, Solder, and Flux for Drinking Water final rule significantly limits the lead content allowed in plumbing materials used in new construction and in the replacement of existing plumbing from 8% to 0.25% in accordance with the Reduction of Lead in Drinking Water Act of 2011.
  - JULY 2020: Announced the availability of more than \$4 million to tribal consortia for the Tribal Lead Testing in School and Child Care Program under the WIIN Act.
  - OCTOBER 2020: Released the Lead Awareness in Indian Country: Keeping our Children Healthy! curriculum, a robust set of educational tools that provide practical, on-the-ground, community-based resources to reduce childhood lead exposure. This series of four modules provides lesson plans, worksheets, key messages, presentation slides, and kids’ activity sheets that tribes and community leaders can use to improve public awareness of the dangers associated with lead exposure and promote preventative actions to reduce childhood lead exposure.
  - OCTOBER 2020: EPA announced projects that were selected to receive nearly \$40 million in grant funding under the Water Infrastructure Improvements for the Nation Act (WIIN). These first-ever selections under the WIIN Act’s Reduction in Lead Exposure via Drinking Water grant will be used to assist disadvantaged communities and schools with removing sources of lead in drinking water. The selected grantees will conduct projects that will reduce lead exposure in

drinking water by replacing thousands of lead service lines and removing potential sources of lead in hundreds of schools and childcare facilities across the United States.

- EPA continues to reduce exposures from lead in soils through removal, remedial, and corrective actions at contaminated sites. In fiscal year 2020, EPA completed 56 Superfund cleanup actions at sites where lead is a contaminant of concern. 21 of these actions were at remedial sites and 35 were under the removal program.
- Together with the Agency for Toxic Substances and Disease Registry (ATSDR), EPA continues to support Pediatric Environmental Health Specialty Units (PEHSUs). PEHSUs continue to train health care providers and the public on the prevention, diagnosis, management and treatment of lead exposure.

#### *List N*

- EPA continues to take action to ensure that Americans can disinfect public spaces effectively and efficiently to control SARS-CoV-2, the novel coronavirus that causes COVID-19.
- EPA has compiled a [list of disinfectant](#) products, including ready-to-use sprays, concentrates, and wipes, that can be used against COVID-19.
- When using these products, always follow the directions and safety information on the label. A disinfectant product's safety and effectiveness may change based on how it is used.

#### HQ PRESS RELEASES

##### *Monday, October 26*

- Children's Health Month / Lead Poisoning Prevention Week (All regions amplify)
- DeKalb County WIFIA Loan Closing (Region 4 amplify)
- City of Atlanta WIFIA Loan Closing (Region 4 amplify)
- 2021 PEYA and PIAEE competitions to open (All regions amplify)
- Jacksonville Superfund Event (Region 4 amplify)
- Monday Wrap-Up (Region 4 amplify)

##### *Tuesday, October 27*

- Drinking Water/Clean Water SRF Annual Report
- WRAP update
- Dicamba announcement
- (T) Headquarters ELMS Accomplishments
- Tuesday Wrap-Up (Region 4 amplify)

##### *Wednesday, October 28*

- Wednesday Wrap-Up (Region 4 amplify)

##### *Thursday, October 29*

- Narragansett Bay Commission WIFIA Loan Closing (Region 1 amplify)
- Phosphoric Acid Final Amendment
- AEZ Final Rule (All regions amplify)
- North Carolina Wrap-Up (Region 4 amplify)

##### *Friday, October 30*

- Grants for Training and Technical Assistance to Improve Water Quality (All regions amplify)
- Friday Ag Roundup

#### AW MEDIA INTERVIEWS

- 10/27: RFD-TV/Rural Radio (Sirius XM), RealAg Radio, Tammi Arender
- 10/29: All Ag Radio Network, Tony St. James (Pre-tape)

#### AW SPEAKING ENGAGEMENTS

- 10/26: DeKalb County WIFIA Loan Closing Event
- 10/26: City of Atlanta WIFIA Loan Closing Event
- 10/26: Jacksonville NPL Deletion Event
- 10/27: Florida Ag Event
- 10/29: PA Chamber of Business and Industry Annual Energy and Environmental Conference (Virtual)

## SOCIAL MEDIA\*

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
EPA at 50/Children's Health Month	Florida Ag WRAP	Georgia	N.C.	Water Quality Training Grants		
Lead Poisoning Prev Week	(T) ELMS		Narragansett Bay WIFIA			
PEYA/PIAEE			AEZ			
			PA Chamber (AAW)			
GA WIFIA's						
Jax SF						

\*Posts on flagship EPA and Administrator Wheeler accounts (Twitter, Facebook, Instagram, Linked In, You Tube) *Programs and Regions are encouraged to share as applicable to your audiences. (T) = tentative.*

## SHARABLE DIGITAL CONTENT

Download from the Digital Resource Library on the [OPA Information Hub](#)

- Coming next week: Lead Poisoning Prevention Week

## REGIONAL PRESS RELEASES, EVENTS & ANNOUNCEMENTS

- 10/26: WaterSense winner amplification (R2)
- 10/26: Superfund removal work completed at Tremont Field site, Cleveland (R5)
- 10/26: SF Bay Water Quality grants bundle, NorCal (R9)
- 10/27: WIIN & WIFIA Grant announcement, RI (R1)
- (T) 10/27: ELMS success story (R5)
- 10/27: Proposed SO2 redesignation for Southwest Indiana (R5)
- 10/27: Indiana WINN grant; SRF funding and EJ grant to Marian County-Indianapolis area (R5)
- 10/27: EPA Announces Over \$335,000 for Projects in U.S.-Mexico Border Region (R6)
- 10/28: SRF virtual press conference, VT (R1)
- 10/28: EPA Southeast Administrator signs a Memorandum of Understanding with the Georgia Department of Agriculture (R4)
- 10/28: Illinois SRF funding, Illinois WINN grant and WINN grant to Chicago's Elevate Energy (R5)
- 10/28: Ark. WIIN grant for \$637,000 (R6)
- 10/28: Weldon Springs Award Ceremony (R7)
- 10/28: SEJCA grant to State of Calif, CA (R9)
- 10/29: LDEQ FY 20-22 PM 2.5 Grant (R6)
- 10/29: Lead Poisoning Prevention Round Table with RA (R7)
- 10/30: SRF virtual press conference, MA (R1)
- 10/30: RA Interview with Darrell Anderson at Farm to Fork Radio Show Re: Agriculture Priority (R7)
- TBD: Lead Paint enforcement wrap up (R1)
- TBD: EJ Collaborative Problem Solving Grants (held from week of 10/19) (R1)
- TBD: CAA Settlement with Scrap Metal company, Connecticut Scrap (R1)
- TBD: ELMS news release (R2)
- TBD: EPA awards \$11 million to Delaware for drinking water improvement projects (R3)
- TBD: EPA awards \$155,661 to the District of Columbia for the development of a wetland program (R3)
- TBD: EPA awards \$198,534 to Delaware for wetlands restoration (R3)

- TBD: EPA awards \$142,758 to Maryland to enhance its wetlands program (R3)
- TBD: EPA awards \$151,531 to Virginia to enhance its wetlands program (R3)
- TBD: EPA awards \$186,619 to Pennsylvania to enhance its wetlands program (R3)
- TBD: EPA awards VMI \$135,719 for wetlands strategy development for Virginia Coastal Wetlands (R3)
- TBD: EPA awards WVU \$151,053 for West Virginia Wetland Mitigation research and development (R3)
- TBD: Nearing Full Implementation, EPA's Lean Management System Delivers Results (R3)
- TBD: EPA awards PP&L Electric Utilities (Allentown, PA) with Responsible Appliance Disposal (RAD) Leadership Award (R3)
- TBD: EPA settlement with Arkema, Inc. enforces Clean Air Act Compliance at Chatham, VA plant (R3)
- TBD: Public Hearing on draft TSCA permit for Heritage Thermal Services, East Liverpool, Ohio (R5)
- TBD: EJ Grant to Cincinnati (R5)
- TBD: EJ Grant to Toledo (R5)
- TBD: ELMS regional success stories press release. (R8)
- TBD: Press release on Dewey Burdock UIC final permits for uranium production in South Dakota. (R8)
- TBD: Press release with DOJ on Colorado Springs stormwater (MS4) settlement. (R8)
- (T) TBD: ELMS success story, Trade publications (R9)
- TBD: CNMI and Guam grants, Pacific Islands (R9)
- TBD: SRF grants to CA, HI, NV, American Samoa (R9)
- TBD: Safeway Ice Cream ENF case, AZ (R9)
- TBD: Quest illegal disinfectants ENF case, CA (R9)
- TBD: Navy San Clemente compliance, SoCal (R9)
- TBD: BC Systems 112r settlement, AZ/CA (R9)

#### UPCOMING EVENTS OR PROJECTS

- November: 50<sup>th</sup> Anniversary Theme (Ensuring Environmental Compliance, Lead: OECA)

#### COMMUNICATIONS RESOURCES

- AP Stylebook (public affairs staff writing for media): <https://www.apstylebook.com/epa/>
- EPA Stylebook (i.e. Agency Branding): <https://www.epa.gov/stylebook>
- OPA Information Hub: [https://usepa.sharepoint.com/sites/OA\\_OPA\\_HQ](https://usepa.sharepoint.com/sites/OA_OPA_HQ)

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